

AUTOMOBILES

HUDSON SUPER-SIX IS HIT IN GOTHAM

Guy Smith Declares New Machine Was a Regular Riot at New York National Show.

FIRST SALE WAS OF A HUDSON

The super-six, the new seventy-six horsepower creation, the car that created a hundred new records on the Sheepshead Bay speedway, was the sensation of the New York Automobile show, according to word received by Guy L. Smith, the local distributor of the Hudson.

"I have just received a letter from the Hudson factory telling of the great reception accorded the Hudson at the show that sets the standard of automobile excellence all over the country," said Mr. Smith. "The show opened at 2:30 Friday afternoon, the last day of the year, and five minutes after the Hudson recorded the first sale of the exhibition. The car that went so quickly was a beautiful white town car, the interior finish of which was in white and black stripes. It was sold to a wealthy New Yorker, who bought it for his wife.

"The factory states that this car was among the most beautiful at the show, regardless of price, and there were cars there costing as high as \$9,000. Each afternoon and evening the Hudson exhibit was the mecca of thousands of admirers of motor cars, who voiced their praises of the beautiful white Hudson in the warmest terms.

"The factory states that the new super-six motor created a furor, not only among show visitors, but in the automobile fraternity. Thousands of questions were asked about this smashing motor, which without enlarging the cylinders or adding to their size increases the horsepower by 50 per cent and the motor speed by 50 per cent. The six cylinders in the patented super-six motor having a total capacity of 283 cubic inches, produce more power per cubic inch displacement than any motor ever made, excepting special ones for racing purposes.

"The first day of the show more than a score of demonstrations were made for prospects considering the purchase of a super-six. The car performed wonderfully in the dense traffic of New York City and took the steep hill leading to Fort George, a miniature Coney Island resort, on high speed without the slightest difficulty.

"From all reports received from the show, this promises to be the greatest year for the automobile country has ever known and the indications are that the super-six will lead the way in division of sales for cars in the price division."

Auto Manager Says Newspapers Have Always Been Fair

"Frankly, my thoughts at the end of the old year and the beginning of the new turn gratefully to the newspaper men and their newspapers," says A. G. Selborling, general manager of the Haynes Automobile company.

Omaha Auto Men Go to Chicago Show

With very few exceptions the Omaha automobile dealers have planned to attend the Chicago Automobile show during the next week. The following have signified their intention to attend: Joe G. Roberts, John De Jong, George F. Reim, R. E. Davis, E. V. Armstrong, L. E. Doty, P. C. Smalley, Charles Gardner, Charles Corkhill, G. E. Douglas, H. T. Orr, J. M. Opper, C. W. Francis, W. H. Head, W. G. Manley, F. J. McShane, E. J. O'Brien, Lew Tracy, Carl Changstrom, H. E. Pelton, E. R. Wilson, L. A. Keller, A. W. Sidney, J. T. Stewart, Ed. W. L. Killy, H. B. Noyes, J. A. McIntyre, Lee Huff, H. E. Sidles, W. T. Wilson, W. E. Foshier, F. W. Bacon and F. E. Miller.

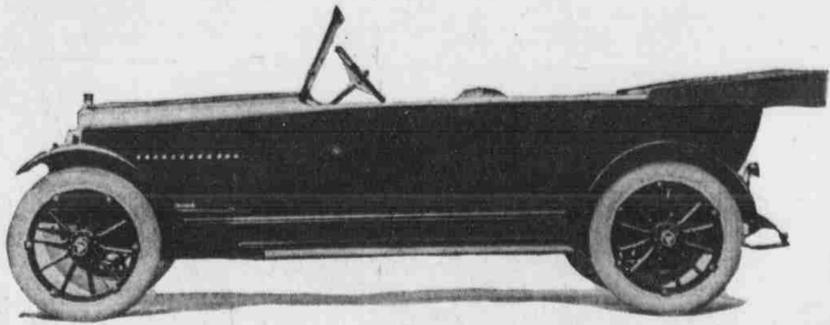
Spaces for Omaha Auto Show Displays

Spaces for exhibits at the Omaha automobile show were drawn Friday afternoon. The numbers were all thrown into a hat and the order of choice for space was determined by the number drawn from the hat. George F. Reim was the lucky man and drew first choice for the Cadillac, Lou Tracy got second for the Cole, Interstate and National; W. T. Wilson drew third choice for the Grant and Davis, H. F. Orr drew fourth for the Packard. Carl Changstrom drew fifth choice for the Allen and H. Pelton drew seventh choice for the White and the Franklin.

Omaha Branch Shows How Sales Are Made

The sales of water-proof clothes made by the Omaha branch of the B. F. Goodrich company, according to W. S. Ruthenford, branch manager, were in excess of those made by Minneapolis, Chicago and St. Louis combined.

Hudson Super-Six Has Arrived in Omaha



Heard At the Omaha Automobile Club

Some Record, Believe Us!

"Just fifteen days after the club sent out the little reminders that the 1916 dues were payable we find that nearly half of last year's membership has already paid up for this year," smiled Clarke G. Powell, secretary. "And, believe me, that is some record to be proud of. The Omaha Automobile club members enjoyed keen motorizing benefits last summer, and that's why they are coming back with a rush."

California's Highway.

"Over half of the 1,000-mile stretch through California of the Pacific Highway is already completed. The three states, Oregon, Washington and California, are building one of the most magnificent highways ever constructed, and one which would serve the country so well in case of war. The highway follows the coast line from north to south, and for miles and miles hugs the Pacific's shore. Over \$16,000,000 is needed to complete the road.

Birds of a Feather.

Someone asks why an automobile is like a baby. We don't know, unless it's because most of the troubles come the second summer.

Alas, Our Liberties Are Going!

A motorist of Los Angeles has written congress to see if a law cannot be passed which would make it a misdemeanor for a person of the male persuasion to operate an automobile and to encircle the waist of a female woman at one and the same time. How will these instructors

get around this? By "this" we mean the law, not the girl.

Beware, Omaha Motorists!

Fake motor leagues have been springing up so plentifully in the east that there is a general uprising to stop the graft. These fake motor leagues say they will protect your car against theft, the membership fee "guaranteeing" according to the nerve of the promoter and absence of nerve on the part of the motorist. The American Automobile association is investigating the flock of vultures. Another graft game is that in which the promoter promises a big reduction on tires and supplies, and even gives a reference which makes you credulous. The reference is always treated splendidly and actually given reductions, but only the reference name.

Kansas Plans Road.

We told you along in the wee sma-moonths of last year that the bulk of overland traffic from the east is going either via Nebraska or Kansas, and if Nebraska didn't make a noise like a permanent highway, then Kansas would. Kansas is just now considering a state

bond issue for \$10,000,000 to build a permanent highway across the state, east to west. They haven't done it yet, of course, but they are keener, we believe, to the advantages and benefits of such a highway than is Nebraska.

"Hey, Quit Breakin' Dat Glass!"

Officers Plata, Paterson and Lahey were given the club reward of \$5 for the arrest and conviction of persons throwing glass on the streets. We wonder if the motorists of Omaha realize the good we are doing in helping to keep the streets free of jagged glass and consequent punctures. There's a whole lot of motorists in Omaha who can easily afford a five-dollar bill every year for the support of an organization that is "doing" and not merely "promising." Think it over, you motorists who have the spare change, and come on down and sign up. We'll welcome you with open arms.

Eastern Clubs Consult Omaha.

"Our reputation is spreading like a ripple on a pond," said Secretary Powell. Last week the Akron Automobile club and the South Bend club wrote us asking for particulars and instructions as to how

Willard

Very Informal

We don't believe in frills and formalities. Our battery service goes to the bottom of things, tells you in plain language what is wrong, and corrects the fault.

Nebraska Storage Battery Co.
2303 Farnam St. Tel. Doug. 5102.

Free inspection of any battery at any time

REO

Reo Quality Is Uniform— Every Reo Car Is a Good Car

YOUR REO MOTOR—the motor that will go into your Reo—into every Reo car—is dynamometer tested. Perhaps you don't catch the full significance of that statement—sounds like "shop talk" to you.

ALL RIGHT, WE'LL EXPLAIN: And in the explanation perhaps we can show you why Reo quality is uniform—why every Reo is just as good—just as powerful, just as sweet-running and just as low in upkeep cost as the best Reo we ever made.

MOST MAKERS CONSIDER it sufficient to subject every tenth or every fifteenth and in some cases every one-hundredth motor to the dynamometer test. (Of course we are speaking now of those leading makers who have this expensive equipment. Many scarcely know the meaning of the term.) It is considered sufficient gauge of the accuracy of workmanship and the power of motor to test one "about every so often."

IF THAT ONE PROVES UP it is assumed that the rest of that day's run will average about the same. If it falls below the requirements in the test it is in like manner assumed that the rest are below standard—and measures are taken to correct it in the next batch.

MEANTIME YOU MIGHT be one of those to get one of those that didn't prove up. **NO; THE REO FOLK** do not consider that kind of testing sufficient. It isn't sufficient, for example, that the Reo the Fifth we sell you "averages up." The Reo standard says your Reo must be as good in every respect as any Reo ever turned out of the factory—a little better if possible, since today's cars ought to be better than yesterday's.

AND SO YOU CAN KNOW—you can feel absolutely sure—that the individual car we deliver to you, has, itself and its every part, passed through the most rigid tests.

IF YOU COULD VISIT the big 30-acre Reo plant at Lansing, Michigan, as we have, and see the four rows of dynamometers with meters and other electrical equipment, you would exclaim, "What an expensive testing equipment!"

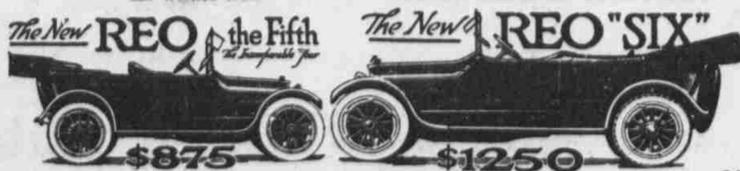
BUT WHEN YOU DRIVE YOUR Reo car you will appreciate the economy of a testing system that guarantees every buyer the utmost satisfaction for his money and makes you and every other Reo owner a booster for Reo.

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OMAHA, NEB.

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HASTINGS, NEB.

Distributor Southern and Western Nebraska.



\$875

\$1250

to procure the membership card ball benefit which is now enjoyed by all members of the Omaha Automobile club. It surprised me to hear how well and favorably known the Omaha Automobile club is to the eastern motorists. While east recently I met secretaries of many of the big clubs and they all thanked me for the reliable road reports and touring information given to members of their club while touring in the west. It's the same old story, you've got to get away

from home to see how famous you really are. Omaha motorists have responded to the call for members with the result that we are steadily climbing up to the top of the list."

The Rainbow Sucked Dry.

The colors of the license number plates this year, they say, will suck the rainbow dry as a herring. There are two western states which have very "eloquent" combinations, something like lavender and pink and green and red.

VOLUME OF AUTOMOBILE TRADE IMPRESSES STEWART

J. T. Stewart, 2d, president of the J. T. Stewart Motor company, a consolidation of the Stewart-Tooper Motor and the Mitchell Motor companies, has returned from New York. He was impressed with the volume of business transacted at both the Pierce-Arrow and Mitchell exhibits at the New York Automobile show.



Another Maxwell Record

THOUGHTLESS or prejudiced people are wont to assert that a light car is necessarily a short-lived car and that it can not stand up under prolonged hard usage.

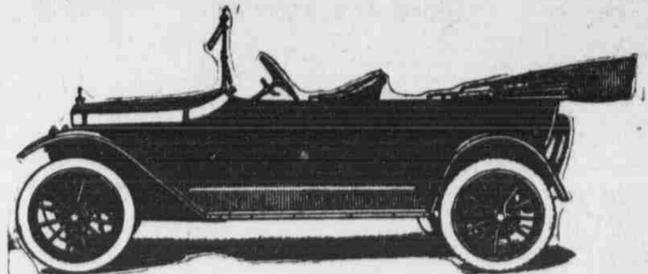
The Maxwell is a light car. It weighs 1,950 pounds and, so far as we know, it is the lightest car of its power in the country.

The Longest Motor No-Stop Run in the history of the automobile industry has just been made by a stock Maxwell Touring Car. This record is authentic, the run being officially observed by the American Automobile Association.

For 43 days and nights this car was driven over city and country roads, averaging more than 500 miles per day—the engine never stopping, the car stopping only long enough to take on gasoline and oil.

This remarkable endurance record disposes finally of the theory that excessive weight means strength. It justifies the use of light weight scientifically heat-treated steels. And it shows that the economy of operation, consequent to the light weight of Maxwell Motor Cars, is not secured at the expense of sturdiness or durability.

The purchase of a Maxwell will assure you of the same rugged qualities, the same sterling worth that makes such an enviable record possible. All Maxwell cars are built of one quality and that is the very best we know how to produce. By buying a Maxwell you protect yourself and your investment.



One chassis; five body styles

Two-Passenger Roadster	\$635
Five-Passenger Touring Car	655
Touring Car (with All-Weather Top)	795
Two-Passenger Cabriolet	565
Six-Passenger Town Car	915

Full equipment, including Electric Starter and Lights. All prices F. O. B. Detroit

Maxwell

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